



Fit Families - Wisconsin Partnership Project

April 11, 2006

Dear...

Are you concerned about the health of young children in XXX county?

Then we hope your organization will become a partner in the ***Fit Families-Wisconsin Partnership Project***. The goal of this **free** multi county effort is to locally implement effective strategies for preventing overweight and obesity in preschool children in our community. The XXX WIC Program is a partner in this project and is looking for like minded community partners who want to make a difference in the health of the families they serve. In 2006, project partners will be working to increase fruit and vegetable consumption as well as active play among preschoolers in our area. Activities will be implemented between July 1 and September 30, 2006.

Childhood obesity is a serious health problem in our state and in our county. Fruit and vegetable intake and daily activity levels are closely tied to overweight and obesity rates in both children and adults. Currently XXX% of WIC children 2-5 years of age are overweight/obese as are XXX% of adults in our county. Health habits begin in early childhood. When parents are overweight, their children are more likely to become overweight and overweight children often become overweight adults. Overweight and obesity has been linked to a variety of health conditions—diabetes, heart disease, hypertension and respiratory problems are all connected to excess weight. One of the most painful aspects of obesity is the emotional and psychological toll it also inflicts. Help protect the children you serve from this fate by joining the ***Fit Families-Wisconsin Partnership***.

What does being a partner entail? You choose your level of involvement! As the lead agency in XXX county for the ***Fit Families – Wisconsin Partnership*** the XXX WIC Program will be offering all interested partners a *Partnership Kit* that contains the following:

(Counties implementing the F/V component)

- A 45 minute in-service for staff entitled, “*Modeling Health*” designed to provide information about the childhood obesity crisis, solutions that work to curb it and the role they can play in solving it.
- A 2 week fruit and vegetable challenge for staff to encourage them to consume recommended amounts of fruits and vegetables everyday and be a role model for the families they serve. The challenge can also be used with the families you serve. Challenge instructions, logs and prizes are included.

- A portable display with handouts that encourages the parents and children you serve to eat the recommended amount of fruits and vegetables each day.
- A Fit Families newsletter for distribution to the families you serve.

(Counties implementing the activity component)

- A 45 minute in-service for staff entitled, “*Modeling Health*” designed to provide information about the childhood obesity crisis, solutions that work to curb it and the role they can play in solving it.
- A model wellness policy you can use at your agency to encourage staff to model healthy habits.
- A portable display with handouts that provides parents with ideas for increasing their child’s activity through play. Local resources for active play will also be included.
- A 2 week walking challenge for staff to encourage them to be active the recommended amount of time each day and be a role model for the families they serve. The challenge can also be used with the families you serve. Challenge instructions, logs and prizes are included.
- A Fit Families newsletter for distribution to the families you serve.

To become a partner, just complete the attached Memorandum of Understanding indicating the activities you are interested in pursuing as a partner and return it to me in the enclosed self addressed stamped envelope by XXX, 2006. After hearing from you I’ll be in touch to drop off partnership materials and schedule the in-service.

I look forward to working with you on this exciting initiative.

Sincerely,

Your Name

Title

*Fit Families-Wisconsin Partnership
Memorandum of Understanding*



*As a Fit Families-Wisconsin Partner I commit the XXX
agency/organization to the following Partnership activities between
July 1, 2006 and September 30, 2006:*

Staff partnership activities:

- ☐ *Offer the "Modeling Health" in-service*
- ☐ *Offer the 2-week fruit and vegetable challenge*
- ☐ *Provide display handouts to staff*
- ☐ *Provide partnership newsletter to staff*

Family partnership activities:

- ☐ *Erect the fruit/vegetable display for parents to view*
- ☐ *Offer the 2-week fruit and vegetable challenge to families*
- ☐ *Provide partnership newsletter to families*

Your Name, Title

Date

Partner's Name, Title

Date

*Fit Families-Wisconsin Partnership
Memorandum of Understanding*



*As a Fit Families-Wisconsin Partner I commit the XXX
agency/organization to the following Partnership activities between
July 1, 2006 and September 30, 2006:*

Staff partnership activities:

- ☐ *Offer the "Modeling Health" in-service*
- ☐ *Implement a wellness policy in my organization*
- ☐ *Provide activity handouts to staff*
- ☐ *Provide partnership newsletter to staff*
- ☐ *Offer a 2-week walking challenge to staff*

Family partnership activities:

- ☐ *Erect the Active Play display for parents to view*
- ☐ *Offer a 2-week activity challenge to families*
- ☐ *Provide partnership newsletter to families*

Your Name, Title

Date

Partner's Name, Title

Date